

**United States District Court**  
For the Northern District of California

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6 IN THE UNITED STATES DISTRICT COURT

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FOR THE NORTHERN DISTRICT OF CALIFORNIA

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VERONICA GUTIERREZ, *et al.*,

No. C 07-05923 WHA

Plaintiffs,

v.

WELLS FARGO & COMPANY, *et al.*,

Defendants.

**ORDER ON MOTION  
CHALLENGING DAMAGE  
STUDY AND SEEKING  
CLASS DECERTIFICATION**

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**INTRODUCTION**

In this certified consumer class action, defendant Wells Fargo Bank, N.A., challenges plaintiffs' damage study and moves to decertify the two classes previously allowed. The main holding of this order is that the record does not justify resorting to an aggregate fluid-recovery method of proving injury and damages. Decertification is the proper remedy for one class but not yet for the other.

**ANALYSIS**

This consumer action challenges certain overdraft-charge practices by Wells Fargo Bank. Both practices allegedly gouge depositors and one supposedly even lures them into writing overdrafts by overstating the "available balance." The full background of this case is

1 set forth in companion orders filed today. Suffice it here to say that two classes were certified  
2 earlier on as follows (Dkt. 98):

3 the “re-sequencing” class was defined as “all Wells Fargo  
4 customers from November 15, 2004, to June 30, 2008, who  
5 incurred overdraft fees on debit card transactions as a result of the  
6 bank’s practice of sequencing transactions from highest to lowest.”

7 the “including and deleting” class was defined as “all Wells Fargo  
8 California customers with consumer checking accounts from  
9 November 15, 2004, to June 30, 2008, who incurred overdraft fees  
10 on debit card transactions after dissemination by Wells Fargo of  
11 available-balance information that once reflected and later deleted  
12 a debit card transaction.”

13 Now that expert reports have been exchanged and fact discovery has closed,  
14 Wells Fargo challenges plaintiffs’ proof regarding injury and damages. Although the class  
15 period covers a 43-month period, the expert damages study covered only *one* month. From this  
16 one month, plaintiffs’ counsel proposes to extrapolate to the full 43-month period and seek  
17 hundreds of millions in alleged damages.

18 More specifically, during fact discovery, plaintiffs requested and Wells Fargo provided  
19 transaction data for 10,000 customers within the one-month period between May 14 and  
20 June 13, 2008. The data included the number of overdrafts and the amount of overdraft fees  
21 for each customer during the period. (Those actually penalized by overdraft charges was a  
22 much smaller group than the 10,000 customers.) Plaintiffs did not request information outside  
23 the one-month period and no claim is made that the bank would have refused to supply it.

24 **1. THE RE-SEQUENCING CLASS.**

25 With respect to the “re-sequencing claim” class, Computer Expert Art Olsen analyzed  
26 the data to calculate the amount of overdraft fees for actual versus different hypothetical  
27 scenarios. Olsen wrote software code to put the transactions in the order as sequenced by  
28 Wells Fargo for each customer each day (*i.e.*, the challenged re-sequencing practice of highest  
to lowest). He also wrote a code to alternatively sequence the transactions in chronological  
order in addition to other possible sequencing orders. When a customer received less  
overdraft charges as a result of the alternate chronological sequencing, then the code  
determined the difference in the amount of overdraft fees. Finally, the overdraft fees for all

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1 customers who received less overdrafts under the alternate chronological sequencing were  
2 totaled. According to plaintiffs, Olsen's analysis showed that the amount of overdraft fees  
3 for the thirty-day period was much larger using the bank's re-sequencing order than when the  
4 chronological order was used.

5 He also compared it against yet another more benign sequencing policy, namely,  
6 the bank's pre-2001 sequencing debit card transactions before checks and ACH and then  
7 sequencing each group from lowest to highest. That analysis produced an even larger disparity  
8 in overdraft fees.

9 Olsen provided his calculations to Expert Statistian Charles Cowan who then  
10 extrapolated from the thirty-day to the 43-month period. Using Olsen's calculations, Cowan  
11 determined that the bank would have assessed 13.97 percent less in overdraft fees if it would  
12 have sequenced transactions in chronological order and the bank would have assessed  
13 15.95 percent less in overdraft fees if it would have sequenced transactions from lowest to  
14 highest. The total amount of overdraft fees assessed to California consumers during the class  
15 period was \$1.7 billion. Cowan then applied the 13.97 percent increase to the total amount  
16 of overdraft fees that Wells Fargo assessed — \$1.7 billion dollars — to calculate the total  
17 additional overdraft fees assessed by Wells Fargo due to re-sequencing. He then reduced  
18 that figure by twenty percent to adjust globally for overdraft fees that were waived or not  
19 collected by Wells Fargo. He calculated the total damages for the re-sequencing class to be  
20 \$198.1 million.

21 Earlier, Wells Fargo served interrogatory requests on plaintiffs seeking identification  
22 of the algorithm or methodology that identified individual members of the certified classes  
23 (Jolley Exh. 8 at 2–3). In addition to referring defendant to the code used by Olsen, plaintiffs  
24 responded: “The script utilized by Mr. Olsen does not output a listing of customers.  
25 However, it would be a simple matter of added script code to the existing script code to output  
26 a listing of customers for each scenario. . . The methodology utilized for the sample would be  
27 the same as utilized for the universe of class members” (*id.* at 3).

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When certifying the “re-sequencing” class, the class order relied on testimony from Expert Lewis Mandell, who stated that software could be written and applied against the bank’s database to determine precisely which customers had been charged overdraft fees for transactions that occurred on days when the customers had positive account balances (Dkt. 98 at 25). For these customers, the program could compare the number and amount of overdraft charges they received with the number and amount they would have received had the sequence been more benign. The class order concluded: “Given the bank’s large wealth of computerized account information, this order is confident and so finds that software will be designable to extract the vital elements needed to assess damages and causation” (*id.* at 26).

Despite his earlier representations, Expert Mandell did not conduct any such study. Rather than use the bank’s computer database to reconstruct the actual alleged overcharges paid by the actual alleged victims of the challenged practice, counsel has opted for a short-cut method of proof via different experts, namely to estimate globally all overcharges for the 43-month period based solely on a single-month database. Counsel desires that a gross judgment be entered for this large amount to be followed by an administrative claims process. The excess left (inasmuch as not all customers would submit claims) would be paid as a bonus to those who submitted claims or would be given away under a *cy pres* theory. This damage approach is known as fluid recovery. The main question presented by this motion is whether the record presented justifies resorting to such a short-cut method of proof.

\* \* \*

The extent to which fluid recovery can be obtained in a *litigated* class action on an aggregate basis rather than by tallying up individual claims (even if on a formulaic basis using a computerized database) has been a point of contention for decades. The Supreme Court has not spoken on the issue. In the Second Circuit, such aggregation of damages is not allowed, period. *See Eisen v. Carlisle & Jacquelin*, 479 F.2d 1005, 1018 (2d Cir. 1973) (rejecting fluid recovery as a “solution of the manageability problems of class actions”). The main reason is that actual injuries and damages for each absent class member are required elements of substantive proof and either a class-wide method of proving those elements must be supplied

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1 or, once liability is otherwise determined, individual injury/damages proceedings must be held.  
2 Otherwise, Rule 23 would be used to truncate the required substantive elements of proof by  
3 each claimant in violation of the Rules Enabling Act, 28 U.S.C. 2071–77. The main argument  
4 the other way is that it is sometimes hard to prove injury and damages on a member-by-member  
5 basis yet easy to reliably estimate class-wide damages in the aggregate and it is better that the  
6 wrongdoer disgorge all ill-gotten gains even though windfalls will result.

7 In the Ninth Circuit, the best reading of the law is that fluid recovery is allowed only  
8 where conventional methods of proof are demonstrably unavailable and, even then, only in an  
9 extraordinary circumstance such as the Marcos case described below. The seminal decision in  
10 our circuit is *In re Hotel Telephone Charges*, 500 F.2d 86, 89–90 (9th Cir. 1974). Citing *Eisen*,  
11 Judge Ely wrote for the circuit: “allowing gross damages by treating unsubstantiated claims of  
12 class members collectively significantly alters substantive rights under the antitrust statutes”  
13 and “is clearly prohibited by the Enabling Act.” *Id.* at 90; *see also Six Mexican Workers v.*  
14 *Arizona Citrus Growers*, 904 F.2d 1301, 1305–06 (9th Cir. 1990); *Molski v. Gleich*, 318 F.3d  
15 937, 954 (9th Cir. 2003). One circumstance where it appears the circuit would relax this  
16 requirement is where a defendant has not preserved its records so as to allow a more precise  
17 calculation of damages. Such a defendant cannot complain of an inability of plaintiffs to do  
18 a more accurate analysis. *Cf. Bigelow v. RKO Radio Pictures*, 327 U.S. 251 (1946).

19 With the foregoing in mind, the crux of this order is that plaintiffs have not  
20 demonstrated that the bank’s records cannot be used to calculate the actual damages  
21 suffered by each class member. Instead, plaintiffs have simply resorted to a short-cut method  
22 of aggregation and attempted to extrapolate from one month to 43 months without *actually*  
23 doing the hard work. All 43 months of data were available but only one month was requested.  
24 The bank has not been shown to have stonewalled or destroyed evidence. Although they have  
25 not yet done so, plaintiffs’ counsel assert the same process used for the one-month period can be  
26 used for the class as a whole. On this record, plaintiffs have not shown that they could not use  
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1 the bank's records to calculate damages on a member-by-member basis and, indeed, concede  
 2 that it could have been done.<sup>1</sup>

3 \* \* \*

4 The Court has carefully considered all of the federal authorities cited by plaintiffs  
 5 to justify use of a short-cut method of aggregation. None contradicts what the undersigned  
 6 believes the law to be in the Ninth Circuit — fluid recovery or aggregate damages cannot be  
 7 used to circumvent individual proof requirements with the limited exceptions noted above.  
 8 The undersigned recognizes that fluid recovery is sometimes used in *settling* class actions  
 9 but the extent to which fluid recovery may be used in *litigated* class actions is subject to the  
 10 rule stated.

11 Most authorities cited by plaintiffs did not even involve class actions but addressed  
 12 statistical evidence in some other context. For example, *Salas by Salas v. Wang*, 846 F.2d 897  
 13 (3rd Cir. 1988), did not involve a class action.<sup>2</sup>

14 While *Dukes v. Wal-Mart, Inc.*, 509 F.3d 1168 (9th Cir. 2007), was a class action,  
 15 statistical projection was used in that case to demonstrate the disparity between the treatment  
 16 of employees in order to raise an inference of discrimination. Significantly, it was not used as  
 17 a method of aggregating class-wide damages. (Also, of course, the entire decision is being  
 18 reheard *en banc*.)

19 To be sure, in *Schwab v. Philip Morris USA, Inc.*, 449 F. Supp. 2d 992 (E.D.N.Y. 2006),  
 20 Judge Weinstein allowed a sampling technique in a class action to calculate damages. But this  
 21 very point was reversed on appeal, an important item plaintiffs' counsel neglected to add, it is  
 22 sad to have to say. *McLaughlin v. American Tobacco Co.*, 522 F.3d 215, 231 (2d Cir. 2008).

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26 <sup>1</sup> Plaintiffs' Expert Olsen submitted a declaration stating among other things that the same code used  
 27 for the sample of Wells Fargo customers can be applied to the entire class to provide a list of affected customers  
 and the amount for each customer.

28 <sup>2</sup> As to the state court cases cited, state courts are not bound by the Rules Enabling Act.

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1           In *In re Static Random Access (SRAM) Antitrust Litigation*, 2008 WL 4447592, \*6  
2 (N.D. Cal. Sept. 29, 2008), Judge Wilken certified a class of direct purchasers in an antitrust  
3 case and stated in part:

4           Plaintiff has proffered three methodologies for calculating  
5 damages on a class-wide basis: the first compares SRAM prices  
6 before and after the period of the price-fixing conspiracy; the  
7 second compares SRAM prices for comparable products; and the  
8 third uses Defendants' cost data to estimate what competitive  
9 prices for SRAM should have been. Plaintiff has proffered  
methods for calculating aggregate damages for overcharges paid  
by class members, based on average market prices. The validity of  
those methods will be adjudicated at trial based upon economic  
theory, data sources, and statistical techniques that are entirely  
common to the class.

10          This passage sheds little light on the issue at hand because the statistical techniques alluded to  
11 were not described in Judge Wilken's opinion. In addition, the issue of whether or not the  
12 statistical techniques were valid was left for another day.

13          In *In re Sugar Industry Antitrust Litigation*, 1976 WL 1374, 27 (N.D. Cal. 1976),  
14 Judge Boldt said “[w]ith respect to damages determined on a class-wide basis, decisional law,  
15 including Ninth Circuit decisions, approves proof of injury by just and reasonable inferences  
16 where the facts and circumstances of a case necessitate such a method.” But the decisions  
17 then cited by Judge Boldt did not involve class actions; at most, they stood for the familiar  
18 proposition that where a defendant has done wrong, the defendant, as the wrongdoer, cannot  
19 object to a damage study that is the best possible with the data available. *See, e.g., Bigelow v.*  
20 *RKO Radio Pictures*, 327 U.S. 251 (1946).

21          The best federal authority cited by plaintiffs is *Hilao v. Estate of Marcos*, 103 F.3d 767,  
22 782 (9th Cir. 1996). That decision allowed statistical sampling for class damage claims in  
23 a narrow and extraordinary context. After a trial against the estate of Philippines dictator  
24 Ferdinand Marcos, 10,059 claims were received from class members of which 518 were  
25 deemed facially invalid, leaving 9,541 claims. From these, 137 claims were randomly selected  
26 based on expert testimony that there would be a 95 percent statistical probability that the  
27 same percentage determined to be valid among the examined claims would be applicable to  
28 the totality of claims filed. The district court then appointed a special master who oversaw

1 depositions taken in the Philippines of the 137 claimants. The special master recommended  
2 damages for 131 valid claims in the category of “torture” claims, a separate amount for  
3 “summary-execution” claims, and yet a third amount for “disappearance” claims. The Ninth  
4 Circuit stated: “While the district court’s methodology in determining valid claims is  
5 unorthodox, it can be justified by the extraordinarily unusual nature of this case.” *Id.* at 786.  
6 Given the extraordinary nature of the case in that it involved extreme violations of human rights  
7 against many victims, the Ninth Circuit held that the methodology did not violate due process.  
8 The present case, however, does not involve extraordinary circumstances such as human rights  
9 violations.

10 This order holds that plaintiffs have not justified the use of an aggregate class-wide  
11 method of proving fluid-recovery damages. The statistical methodology in question might be  
12 admissible for *other* purposes, such as to prove the bank's intention to maximize profits rather  
13 than to act in good faith vis-a-vis its customers. But it does not come even close to a proper  
14 damages study.

\* \* \*

On the other hand, two bank arguments have no merit.

17       First, with respect to the issue of how to account for after-the-fact waivers by the bank  
18 of overdraft charges, the answer is simple. They could reasonably be accounted for on a  
19 last-in-first-out basis, meaning that waivers should be applied to erase the most recent penalty  
20 charges first, and then working backwards in time. This presumption is entirely reasonable  
21 given that normally it would be the most recent spate of charges that would bring a customer  
22 into the bank to seek a waiver. If the bank wishes to prove some other specific individualized  
23 agreement by a specific customer on how to allocate a waiver across a history of charges, the  
24 bank would be permitted to try to rebut the presumption on an individualized basis, provided  
25 it has timely disclosed the evidence under Rule 26.

26        *Second*, contrary to the bank, customers who continued to stay with Wells Fargo after  
27 being forced to pay overdraft penalties did not consent to a “voluntary” payment. A depositor  
28 retains his or her right under the contract, *i.e.*, his or her right to good faith and fair dealing,

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1 even if the bank violates that right and the depositor fails to switch banks. The bank's argument  
2 to the contrary is like saying an employee subjected to unlawful working conditions voluntarily  
3 consents thereto by not quitting his or her job.

4 \* \* \*

5 A common misconception about class actions is that all counsel must do at trial is to prove  
6 the case for the class representative and then the case will be automatically proven for each  
7 class member, at least as to liability. This is not so. While the fact pattern of the class  
8 representative's story may serve to illustrate the problem, proof must be furnished to cover each  
9 element of the class for each class member. Fortunately, this can often be done via class-wide  
10 avenues of proof. For example, the same standardized consumer contract (with the same covenant of good faith and fair dealing) could extend to all class members, although  
11 actual evidence of the class-wide usage of the contract must be presented at trial. Thus, while  
12 class-wide proof can prove elements of even the class representative's own claim, the reverse  
13 is not true, *i.e.*, facts bearing on the representative's individual case will not automatically go  
14 class-wide.

15 Another misconception is that in a class action an individualized issue is a showstopper under Rule 23. The rule tolerates some individualized issues so long as they do not predominate over the common issues. For example, damages are almost always individualized issues and, at worst, they can be handled via individualized trials after a claims process. Other elements of proof may occasionally have to be individualized or at least be proven by chapters using subclasses. How many localized fact patterns to accept in the mix just depends on how problematic the unique questions will be in the context of the overall case, always keeping in mind that we must ever be fair to the absent class members whose rights will be extinguished by any judgment under res judicata.

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1           As to the re-sequencing class, decertification seems too severe a remedy on the present  
2 record, at least without further considering less drastic alternatives. Two less drastic remedies  
3 will be first considered, reserving on whether decertification will ultimately occur:

- 4           • *Alternative One:* Proceed to trial and if the class prevails on liability,  
5 invite class members to submit individual claims, allowing trials as  
6 necessary as to disputed claims, both as to injury and as to amount.  
7           • *Alternative Two:* Postpone the trial and allow plaintiffs' counsel to mine  
8 the bank data for all of the damage analysis practicable, submit new  
9 reports, and entertain a new round of motions in limine. Were this  
10 allowed, counsel would be well advised to address all of the bank's  
11 myriad other objections to the study, at least as an alternative branch of  
12 analysis. This order addresses only the main flaws and, those being  
13 sufficient, finds it unnecessary to reach the other attacks.

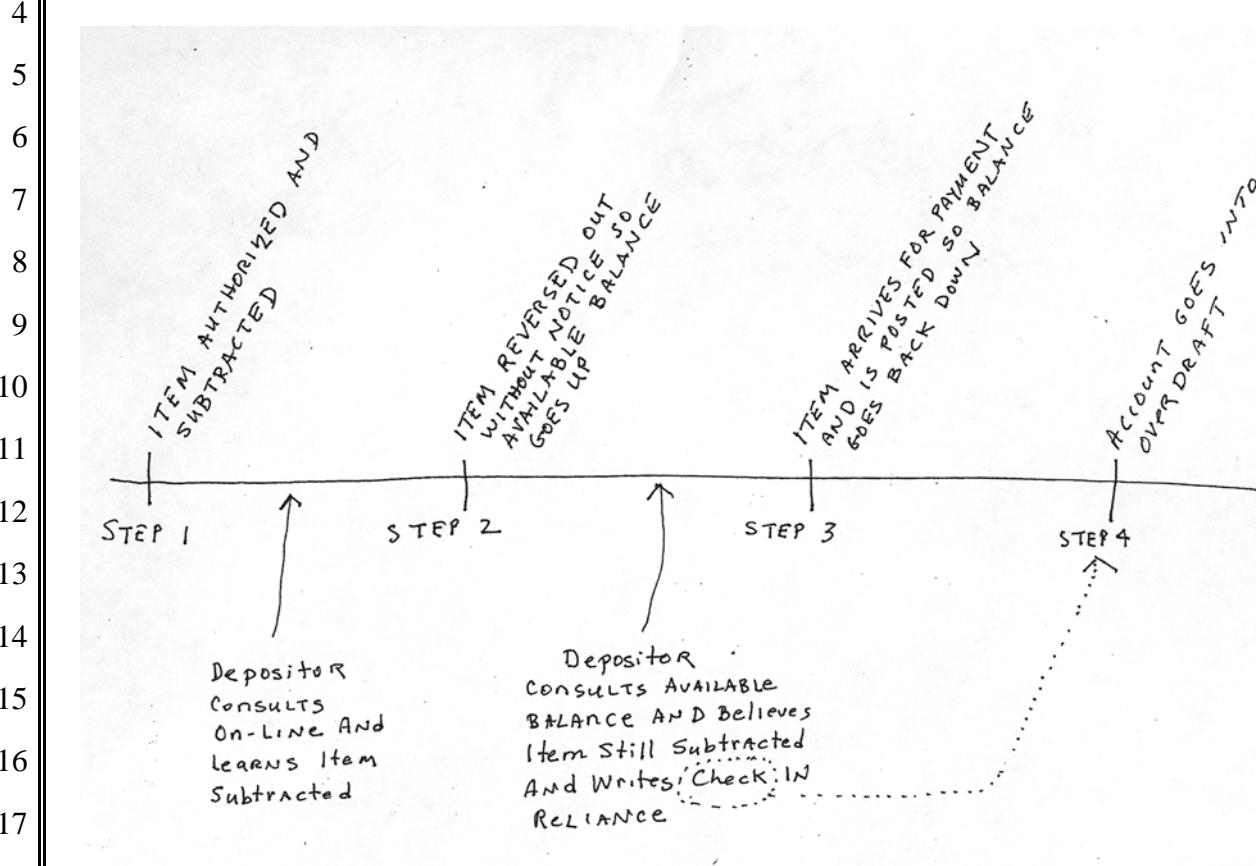
14 Given that we are within a month of the trial date, within **SEVEN CALENDAR DAYS**, counsel shall  
15 please submit separate memoranda limited to ten double-spaced pages advising on which  
16 alternative (or some other alternative) is preferred. Please also advise whether plaintiffs' counsel  
17 should be required to pay the bank's incremental costs and fees associated with Alternative Two  
18 if that course is adopted, meaning the costs and fees that could have been saved had counsel  
19 done it right to begin with. Within **THREE CALENDAR DAYS** thereafter, each side may then  
20 respond, limited to five double-spaced pages.

21           **2. THE INCLUDING-AND-DELETING CLASS.**

22           The including-and-deleting claim is predicated on a multi-step fact pattern that allegedly  
23 lures customers into making overdrafts. Customers go online and consult their available balance  
24 shortly after a purchase and see that very purchase listed among the items reflected in the  
25 available balance. Usually, the item stays deducted and is paid and posted when the item is  
26 presented, so that no problem usually arises. If, however, the item is not presented for payment  
27 within three days (an occasional scenario), then the bank has an undisclosed policy of reversing  
28 the item out of the available balance. If the same customer *then* consults and relies on the

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1 available balance, he is apt to make an overdraft, not realizing that the bank has reversed out the  
 2 item and not realizing that the available balance shows higher than it really is or so it is alleged.  
 3 The following diagram illustrates the chronological steps for this claim:



19 With respect to the “including-and-deleting claim” class, the same thirty-day sample was  
 20 used to project damages. Olsen wrote a different software code to identify the customers in the  
 21 sample that were affected by the bank’s including-and-deleting practice. Significantly, he had to  
 22 make some assumptions. Here is a critical one: *Olsen assumed that every time a customer*  
*accessed his or her account online, at an automatic teller machine, or in a branch store, the*  
*customer learned the then-current available balance.*

25 Then, Expert Cowan determined that 8.8 percent of all overdraft fees were incurred  
 26 because of the including-and-deleting practice. Cowan applied 8.8 percent to \$1.7 billion —  
 27 the aggregate overdraft fees charged by Wells Fargo — and then reduced that number by  
 28 8.75 percent to account for fees that the sample showed were waived. Cowan calculated the total

1 damages for the including-and-deleting class to be \$141.7 million. According to plaintiffs, this  
2 number requires further deduction by twelve to twenty percent to reflect overdraft fees that were  
3 waived or not collected by Wells Fargo. Significantly, Cowan included all cases wherein the  
4 customer consulted the online available balance between steps 2 and 3 even if the customer had  
5 not consulted the available balance between steps 1 and 2.

6 As with the companion class, the including-and-deleting class was certified on the  
7 representation that plaintiffs could utilize a computer program to ascertain precisely who belongs  
8 in the class and the extent of any injury: “It seems reasonable that a computer program can be  
9 fashioned and applied against the bank’s database to track when customers accessed their  
10 available-balance information, determine the available balance displayed, and verify whether an  
11 overdraft fee was charged. Presumably, the program could also determine whether a transaction  
12 was included in the available balance and later deleted” (Dkt. 98 at 24).

13 \* \* \*

14 For the including-and-deleting class, the threshold deficiency is the same as above —  
15 counsel cannot use a one-month sample in place of reconstructing the alleged wrongs done to  
16 each class member, account-by-account, for all 43 months involved. This deficiency might be  
17 curable but other flaws are not curable.

18 One concerns proof of the reliance element, this being a deception claim. In a class  
19 action, as stated, it is still necessary to prove *each* class member’s full claim, including the  
20 elements of proof needed for the claim. Some individualized proofs can, of course, be furnished  
21 in a class action but common proofs must predominate. Otherwise, the proceeding will be  
22 unmanageable. Where fraud is alleged, it is necessary to prove reliance by each class member.  
23 In an earlier era, defendants regularly argued that reliance was inherently an individual,  
24 subjective issue and was not amenable to any class-wide method of proof. For some species of  
25 fraud cases, however, the courts have developed presumptions of reliance to serve as class-wide  
26 methods of proof. One example is fraud-on-the-market theory of reliance in securities class  
27 actions. Another is the standardized-sales-pitch theory in real-estate fraud cases (wherein the  
28 wrongdoer makes the same false sales pitch directly to all purchasers with the manifest intent

1 that they rely thereon). Except where a class-wide method of proof is furnished, however, the  
2 federal courts have regularly disfavored fraud class actions in litigated cases, for the individual  
3 issues usually will predominate over the common issues.

4 Here, plaintiffs have supplied no class-wide method of proving reliance as to the  
5 “including and deleting” class. Even if plaintiffs’ streamlined and revised claim were allowed  
6 to go forward (a point addressed below), the essence of the claim would still be that customers  
7 were led to believe that an item was reflected in the available balance when, in fact, it had been  
8 backed out without notice so as to make the available balance appear higher than it really was,  
9 leading the customer to incur overdrafts.

10 As stated, plaintiffs’ expert assumed that *every* time *any* customer accessed his or her  
11 account online, or via an ATM, or in person (by visiting a teller window), he or she would have  
12 then learned and relied on the then available balance. This categorical assumption is mere *ipse*  
13 *dixit* and defies common experience. It is easy to use an ATM without obtaining one’s balance.  
14 It is easy to make a teller transaction without obtaining the balance. It is possible to consult an  
15 account online for reasons other than obtaining one’s balance, such as to remind oneself of the  
16 amount of a specific charge so as to apply for a reimbursement. The record includes no  
17 foundation whatsoever to support plaintiffs’ blanket and universal assumption that such events  
18 communicate the available balance to the depositor. To be sure, many customers specifically  
19 consult the available-balance information — and surely rely on it to write checks and make debit  
20 purchases. But it is too far a leap to presume that all customers who access their accounts in the  
21 ways described invariably seek or even learn their account balances, there being too many other  
22 plausible purposes in the customer contacts described.

23 If we could isolate those instances in which the available balance was consulted from  
24 those where it was not, the next question would be whether those who did consult the available  
25 balance *actually relied* on it to make an innocent overdraft, putting aside the further question  
26 whether any such reliance was reasonable. Here a presumption might be available. If it could  
27 be proven that the bank intentionally misled customers into believing that they could rely on the  
28 “available balance” without the customer reviewing what items were or were not reflected

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1 therein, then it might be proper to presume that any new checks or debits incurred in the  
2 *immediate aftermath* of such a consultation would have been in actual reliance on the  
3 misinformation. This would be akin to presuming reliance when a wrongdoer intends that a  
4 victim rely on misinformation, as in the standardized sales-pitch cases. The reason for the  
5 “immediate aftermath” qualifier is that most checking accounts are in perpetual motion.  
6 Most customers would not rely on stale balance information. If, for example, a bank gave out  
7 a misleading available balance on a Monday, it would be unlikely that customers would still  
8 rely on it by the end of the week. Too many things could have changed. Any presumption,  
9 were one to be used at all, ought to extend only to fresh misinformation, perhaps one-day old  
10 or less. (The seven-day period used by plaintiffs would be far too long.) Even then the records  
11 might show that the customer would have overdrawn irrespective of the misinformation, in  
12 which case it would be unreasonable to make any presumption of reliance. To repeat, however,  
13 the present record does not allow us to even reach this step in the analysis, for plaintiffs have  
14 advanced no plausible class-wide method for sorting those who actually *learned* any  
15 misinformation from those who did not.

16 This leads to the final flaw evaluated by this order. This claim was originally sold to the  
17 Court as one in which the bank customer consulted the available balance between steps 1 and 2,  
18 noticed that a specific item had been subtracted, and then later consulted the available balance  
19 between steps 2 and 3 and relied on it without realizing that it looked larger than it really was  
20 due to the backed-out items.

21 Now, however, plaintiffs seek to skip the first part and to broaden the claim to depositors  
22 who merely consulted the online balance between steps 2 and 3, whether or not they consulted it  
23 between steps 1 and 2. The damage study thus wholly ignores the very scenario that formed the  
24 basis for class certification. The bank says this expansion has been done to triple the amounts  
25 involved in the damage study.

26 At the time of class certification, this very attempt was expressly rejected by the  
27 certification order (Dkt. 98 at 13–14):

28 To be clear, the only viable claim concerning the available-balance  
information concerns Wells Fargo’s practice of including but then

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1                   deleting transactions without adequate notice. The mere fact that  
2                   the available balance appearing online or at an ATM is sometimes  
3                   not fully accurate is not, by itself, enough to state a claim.  
4                   One reason is that the bank has no way of knowing the extent  
5                   of unpresented checks and the extent of debit transactions that  
6                   will turn out to be more than what was initially authorized.  
7                   The definition published online for “available balance” itself  
8                   states:

9                   (Please note that some transaction activity may not be  
10                  immediately recorded to your account and will then not be  
11                  reflected in the available balance . . . .)

12                  Therefore, with respect to the available-balance information, only  
13                  plaintiffs’ claims as related to Wells Fargo’s practice of including  
14                  items and then deleting them without adequate notice, thereby  
15                  deceiving customers into thinking they have a larger balance and  
16                  inducing them to go into overdraft situations, will move forward.

17                  In disregard of this limitation, plaintiffs’ damage theory severely overreaches and tries to include  
18                  the very category of claims expressly rejected. Significantly, plaintiffs did not even calculate a  
19                  number based on the very clear definition supplied in the certification order.

20                  Under the certified issue, the reliance problem is even more exacerbated. A class-wide  
21                  method of proving reliance should have been found for *both* times the customer consulted the  
22                  available balance. And, as to the first (between steps 1 and 2), we would need a class-wide  
23                  presumption that the customer not only consulted the “available balance” but specifically *noted*  
24                  *that a particular item was listed* as a deduction. This is a hopelessly individualized question, not  
25                  amenable to any plausible method of common proof (and may well be the reason that counsel  
26                  sought to switch theories).

27                  This order need not reach all of the other challenges presented, for the foregoing is  
28                  sufficient.

\* \* \*

29                  For all of the foregoing reasons, the including-and-deleting class is hereby **DECERTIFIED**  
30                  and shall not proceed as a class claim. This order finds that, contrary to the views that led to the  
31                  original certification order, individual issues will plainly predominate over common issues with  
32                  respect to the including-and-deleting class. At their expense, plaintiffs’ counsel shall promptly  
33                  cause notice to be given to class members advising them of this development, and the reasons, so  
34                  that any class members who have been relying on the pendency of this action can timely bring

1 their own claims. Within **SEVEN CALENDAR DAYS**, please submit a form of notice and a plan of  
2 notice distribution.

3 **CONCLUSION**

4 For the foregoing reasons, the motion to decertify is **GRANTED IN PART AND DENIED**  
5 **IN PART.**

6  
7 **IT IS SO ORDERED.**

8  
9 Dated: May 5, 2009.

Wm. Alm  
\_\_\_\_\_  
WILLIAM ALSUP  
UNITED STATES DISTRICT JUDGE